

Lichtenstein Creative Media

Cambridge MA

Founded 1990 to produce media and related outreach campaigns dealing with mental health and related social and human rights issues.

The Infinite Mind

National, weekly public radio series
The Infinite Mind.

All aspects of art and culture of **mental health, neuroscience, treatment advances, access to care and biology of human behavior.**

Public radio's most honored and listened to health and science program.

250 cities, one million listeners weekly



Dr. Peter Kramer



Dr. Fred Goodwin



John Hockenberry

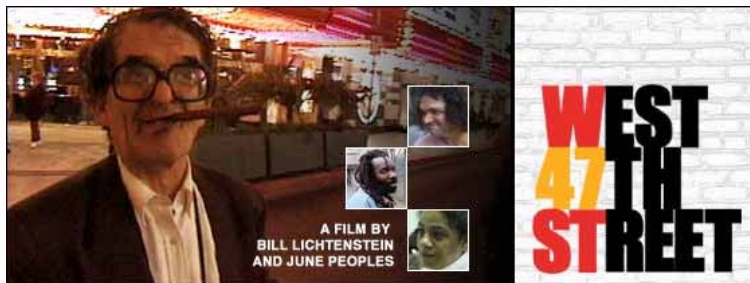


Michelle Trudeau

Media and Educational Outreach/ Community Engagement

Measurable changes:
attitudes, behavior and policies

West 47th Street



If I Get Out Alive

narrated by Diane Keaton



Social Marketing and Strategic Media and Communications

“The measurable changing of attitudes, behaviors and policies of a particular target group through the use of strategic media and communications.”

Strategic Communications

1. Identify Target Audience and Intended Change in Attitudes, Behavior or Policies



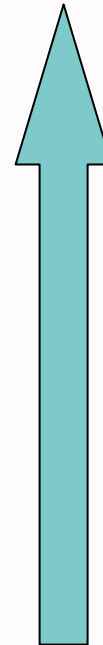
2. Strategic Communication



3. Measurable Shift in Target Audience attitudes, behavior, and/or policies.



4. Measure of Success and Feedback to Improve Message (iterative)



Social Marketing and Strategic Media



Strategic Communications

1. Identify Target Audience and
Intended Change in Attitudes, Behavior or Policies



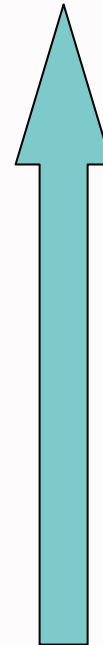
2. Strategic Communication



3. Target Audience



4. Measure of Success and Feedback to Improve Message (iterative)



Types of media and communications:

Delivery Systems for Communications:

- **Public Service Announcements**
- **Journalism**
- **Interactive – web**
- **Entertainment**
- **Social Marketing and Strategic Communications**

The CDC “ER” Experiment:

New York Times

C.D.C. Plays Script Doctor to Spread Its Message

By SHERYL GAY STOLBERG

On the eve of Valentine's Day 1999, the characters on "Beverly Hills 90210" were in their usual tizzy. Donna discovered pictures of Noah and Gina kissing. Dylan, having sworn off heroin, cavorted with Gina. After Steve bragged about his flawless tan, his girlfriend noticed a strange mole on the back of his neck. Fearing skin cancer, he took a megaphone to the beach to shout out the benefits of sunscreen.

Viewers did not know it, but the sunscreen reference fit neatly into a public education campaign being run by the federal Centers for Disease Control and Prevention. Agency officials pitched the skin cancer story to the staff of "Beverly Hills 90210" as part of a quiet effort to persuade Hollywood writers and producers to embed what the C.D.C. calls "positive health messages" into television shows.

‘We thought '90210' was a great opportunity to not only reach young adults, but also the teens who idolize those young adults,’ explained Dr. Cynthia Jorgensen, who runs cancer education campaigns for the disease control centers. When the episode was broadcast, she said, "We were thrilled."

New York Times

- **48 percent of the people who watched soap operas at least twice a week learned something about diseases and how to prevent them.**
 - **CDC**
- **One-third of ER viewers got information from the show that helped them make choices about their family's health care.**
 - **The Kaiser Family Foundation**

Second Life



Virtual 3D web platform already being used by American Cancer Society, Stroke Survivors Support Group, Asperger's Support Group, Harvard Law School, Seton Hall, Major League Baseball.

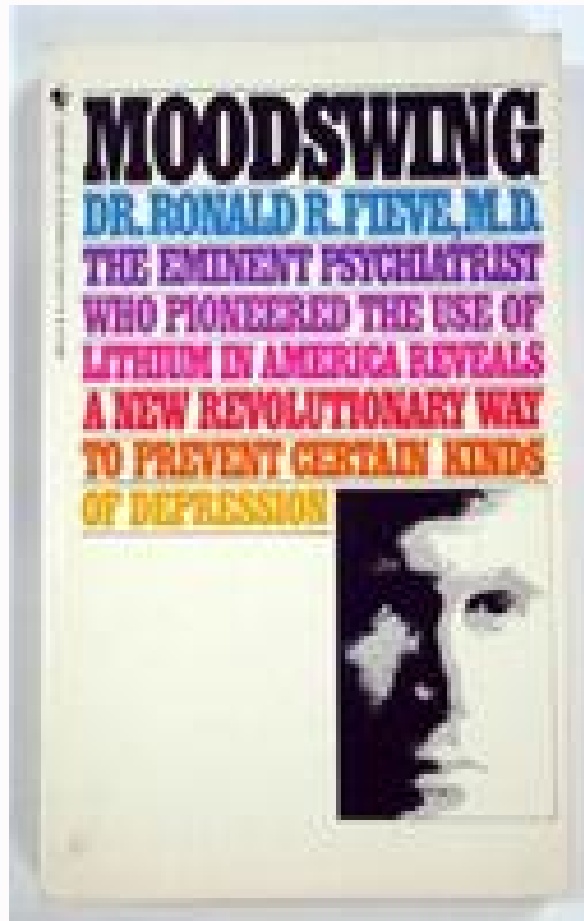
Second Life



The Infinite Mind's virtual recording studio

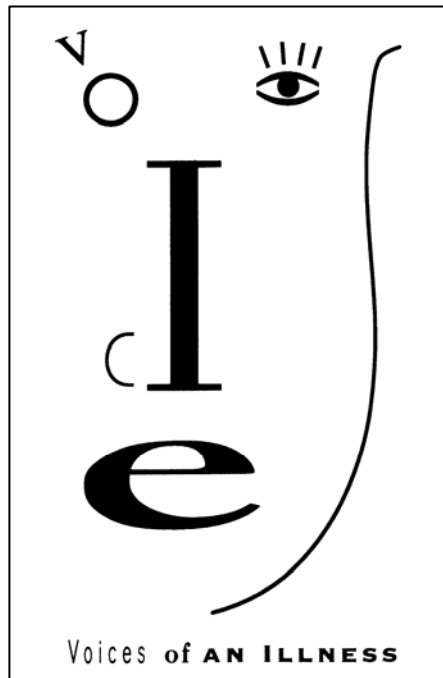


The Infinite Mind's virtual listening room



Voices of an Illness series (1992)

Featuring Patty Duke, Jason Robards and Ron Steiger



“a remarkable documentary”

- Time Magazine

“truly set new standards of creativity and scientific accuracy in broadcast journalism about mental illness”

- National Institute of Mental Health

1994 New York City Mental Health Anti-Stigma Campaign:

Research Goals:

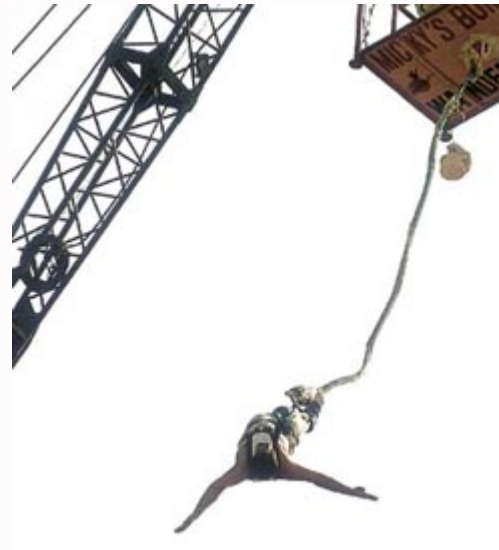
- **What do New Yorkers think about people with mental illness?**
- **What would change their attitudes?**

Mountain Dew 1964-1973



Mountain Dew was originally marketed as “**zero proof moonshine**” and had pictures of hillbillies on the bottle until 1973. - Wikipedia

Mountain Dew 2006



Bungee Jumping at
Mountain Dew Extreme Sports Festival

New York City Mental Health Anti-Stigma Campaign Quantitative Methodology (LCM 1996)

- Telephone survey of 504 adults residing in the five boroughs of New York City
- Phone numbers were selected at random
- Sample structured to provide an age and gender balance the represents the populations in all five boroughs

New York City Mental Health Anti-Stigma Campaign Quantitative Methodology (LCM 1996)

Most New Yorkers (54%) personally knew someone with mental illness and reported having *positive* personal experiences with those individuals.

- 9 in 10 people who knew someone who had mental illness say they knew the person received treatment
- 7 in 10 of those, reported that the treatment was successful

New York City Mental Health Anti-Stigma Campaign Quantitative Methodology (LCM 1996)

- 8 in 10 said that **we need to have more tolerant attitudes toward people with mental illness** and **society has a responsibility to provide care.**
- 7 in 10 said **more tax money should be spent** to care for and treat those with a mental illness.

New York City Mental Health Anti-Stigma Campaign Qualitative Methodology (LCM 1996)

Target audience was asked about “the mentally ill...”

- “The mentally ill are **unpredictable**, you never know what they are going to do...”
- People with mental illness **require the same discipline as a small child**
- Respondents **would not feel comfortable hiring someone** with a mental illness.

New York City Mental Health Anti-Stigma Campaign (1996): **FACT vs. PERCEPTION**

Fact: 1 in 10 people will suffer from a mental illness in their lifetime (NIMH)

- About a third of New Yorkers believed it only affected 1 in 100
- Another third of New Yorkers believed that it only affected 1 in 30

Fact: 8 in 10 people who suffer from a mental illness can recover with treatment (NIMH)

- 3 out of 5 New Yorkers believed that less than a third can recover from mental illness with treatment

New York City Mental Health Anti-Stigma Campaign (1996): **FACT vs. PERCEPTION**

- Respondents reported that most of the images that people had about people with mental illness came from the media (tabloids and TV/film) and what they saw on the streets.



Unpredictability

- Nearly **1 in 2** New Yorkers think that **people with mental illness are unpredictable** and that they **would not want to live next door** to someone who had mental illness
- **1 in 7** people who say people with mental illness **are dangerous**
- Research probed what public figures would fight this stigma.

New York City Mental Health Anti-Stigma Campaign:

“People with mental illness may enrich our lives...”
...but how do their images affect stigma?



(From right) Van Gogh, O'Neill, Lincoln, Hemingway, Joplin, Leigh, Holiday, Millay, Churchill, Newton, Tolstoy, Beethoven, Dickinson, Christie, Monroe, Garland)

NYC Anti-Stigma Campaign:

Predictability fights key stigma/fear

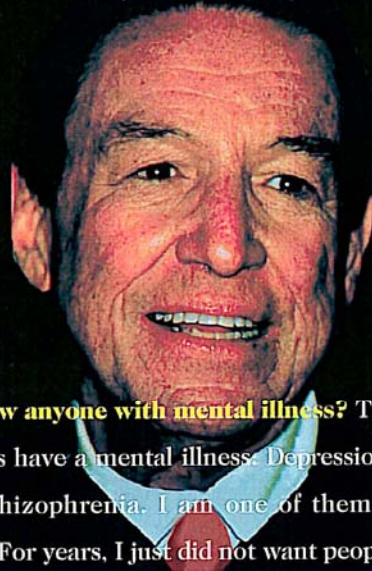


Research Driven Campaign Media Strategy:

- Depict the humanity of personal struggles with mental illness particularly people who have overcome obstacles
- State the facts of recovery
- Get to know the person highlighting predictability and stability
- Leverage New Yorkers' distaste for discrimination, and desire to root for the "underdog."

I'm Mike Wallace and
I have a question for you.

Mike Wallace, New Yorker living with clinical depression.



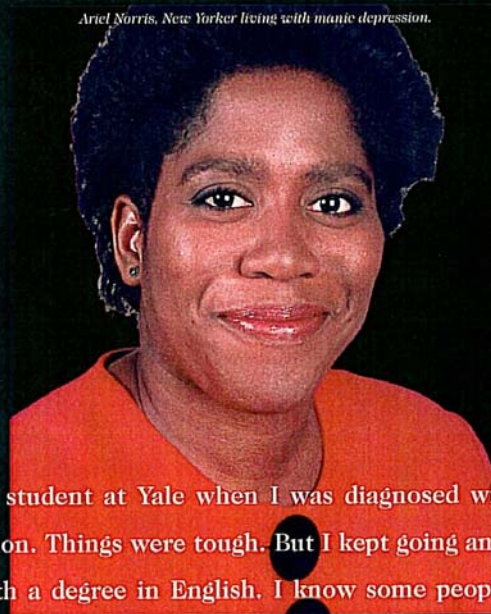
Do you know anyone with mental illness? The fact is, 1 in 10 New Yorkers have a mental illness. Depression. Manic depression. Or schizophrenia. I am one of them. I have clinical depression. For years, I just did not want people to know of my vulnerability. I was ashamed. It was a confession of weakness. Looking back, that just seems like sheer foolishness. Which is one reason why I talk about it today. 4 of 5 people can recover from mental illness. It's the stigma that hurts. So take another look at people living with mental illness. People like me.

Take another look.



Yale. Law School. Stigma. Only one is hard to handle.

Ariel Norris, New Yorker living with manic depression.



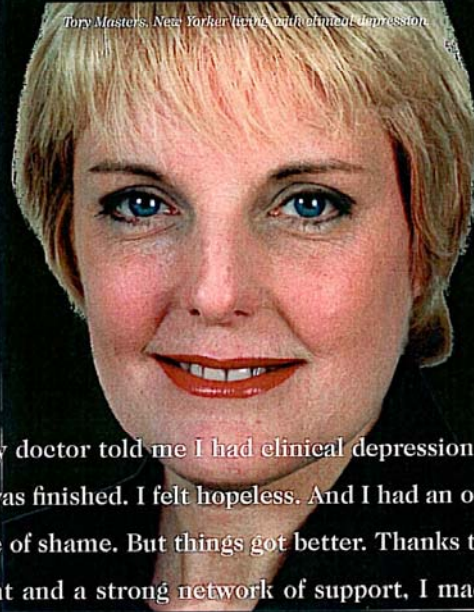
I was a student at Yale when I was diagnosed with manic depression. Things were tough. But I kept going and I graduated with a degree in English. I know some people look at mental illness as a kind of defect. And that hurts. Because in my heart, I know I can achieve. And now I'd like to go to law school. I remind people of all the hurdles I've passed. And I tell them that I can pass this one too. 800,000 New Yorkers are living with a mental illness. 4 out of 5 can recover. People like me.

Take another look.



The only shame about mental illness
is the way people look at it.

Tory Masters, New Yorker (living with clinical depression)



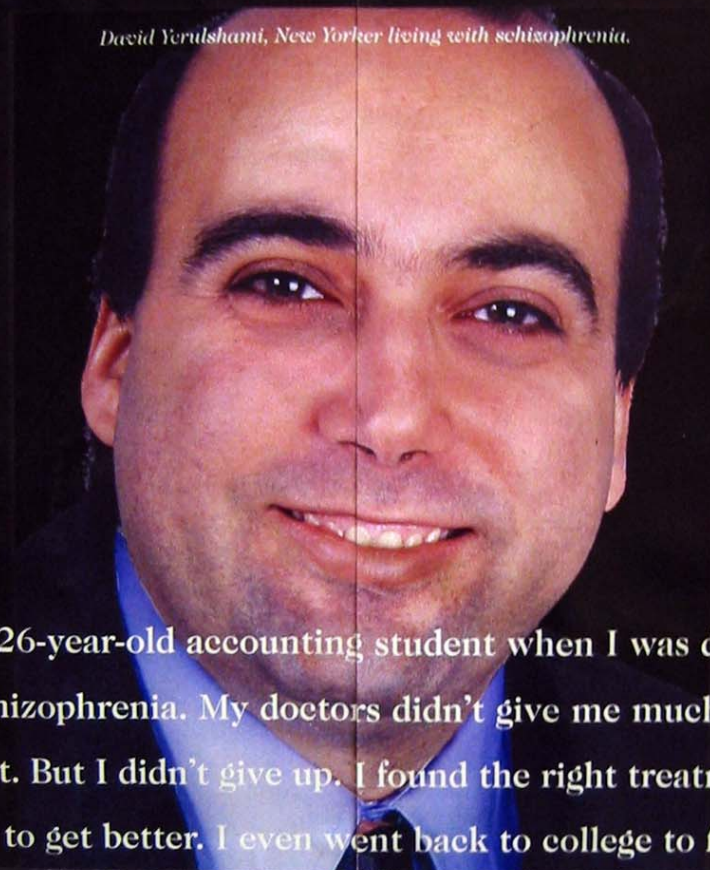
When my doctor told me I had clinical depression, I thought my life was finished. I felt hopeless. And I had an overwhelming sense of shame. But things got better. Thanks to the right treatment and a strong network of support, I made it back. I'm currently running a company that relocates corporate executives to New York, and I wrote a book called *The Intrepid New Yorker*. I love this city. It's our misperceptions about mental illness I can do without. I want New Yorkers to know: there are 730,000 of us living with clinical depression and 4 out of 5 can recover. People like me.

Take another look.



Schizophrenia is the least of my problems.

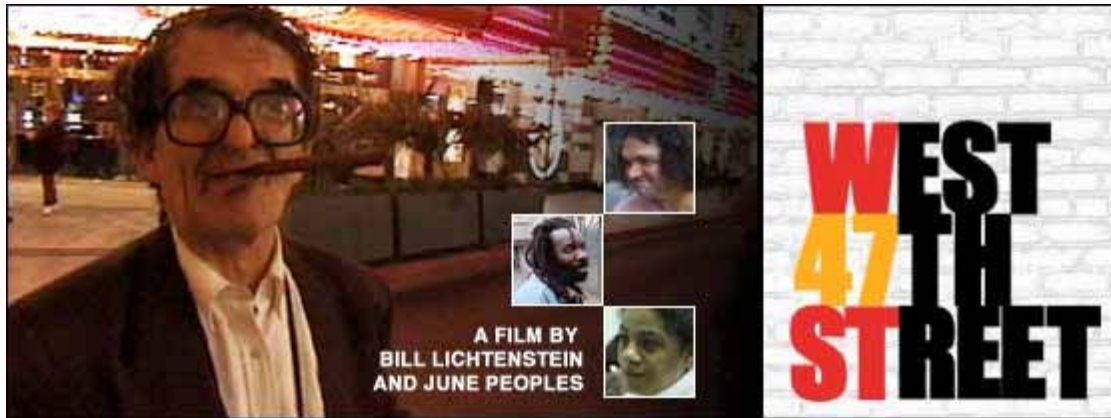
David Yerulshami, New Yorker living with schizophrenia.



I was a 26-year-old accounting student when I was diagnosed with schizophrenia. My doctors didn't give me much encouragement. But I didn't give up. I found the right treatment and I began to get better. I even went back to college to finish my degree. And I landed a job with a Fortune 500 company. Recently, I told a colleague that I have schizophrenia. He blinked and said, "Isn't that what axe murderers have? You're normal." The fact is, 1 out of 3 people with schizophrenia can recover. It's the stigma that hurts. So take another look at people living with mental illness. People like me.

West 47th Street:

Award-winning documentary that follows the lives of four people with serious mental illness over three years



"A work of remarkable passion and uncommon decency. Most amazing of all, "West 47th Street" has the power to be a life-altering cinema experience. Watch it and you'll no longer be able to pass those troubled souls on the street without noticing, without caring, without understanding that attention must be paid." -- Dennis King, Tulsa World

"[West 47th Street} with its four memorable characters, gives emotional oomph to Lichtenstein's multimedia campaign for understanding mental illness, plowing like an icebreaker through frozen assumptions about homeless people." – Current

- West 47th Street Benefit in a Box



Film used as a vehicle for discussing such issues as mental illness, substance abuse, homelessness, housing, access to care and stigma.

Ground-up Outreach:

100 Community Screenings across the U.S.

Grand Rounds Yale Medical School

Huntington, West Virginia
Co-sponsored by the Prester Foundation

The Carriage House Stage
Providence, Rhode Island

Corporation for Supportive Housing
national conference
Minneapolis, MN

Bristol Bay Counseling Center
Dillingham, AK

Anthology Theatre
32 Second Avenue, New York, NY

Global Visions Documentary Series
Edmonton, Alberta, Canada

32nd Annual Arkansas Mental Health
Institute
Hot Springs, Arkansas

New Mexico Mental Health Association

The Austin Film Society
Austin, Texas

South Central Counseling Center
Anchorage, Alaska

Cinema Arts Centre
Huntington, New York

Honolulu, Hawaii

Jackson, Mississippi

.Long Beach, CA

Minneapolis, Minnesota

Sacramento, CA

Billings, Montana

.

Milwaukee, WI

Carrboro, North Carolina

Salt Lake City, UT

Atlanta, GA

Madison, WI

San Diego, CA

Binghamton, NY

Eliot, ME

Los Angeles, CA

Green Bay, WI

New York, NY

San Francisco, CA

Lichtenstein Creative Media:

LCM's social marketing campaigns using research and media/strategic communications

NYC Anti-Stigma (New York City Department of Mental Health)

Trauma Recovery after 9/11
(American Psychological Association)

Community Mental Health Crises Residency Video (NIMH)

Emergency Room Training Video

Depression Outreach & Education Video

Borderline Personality Disorder Video & Outreach

Latino Mental Health Strategic Communications Campaign

College Suicide Research and Outreach (novel research into the perceptions of college students and mental illness)



College Suicide Prevention (2006 ongoing)

College Suicide Epidemic:

- **1,100 college students die by suicide each year.**
- **Second leading cause of death among college students**
- **1 in 12 students reports that they have made a plan for suicide.**
- **90% of cases of suicide in general population linked to mental disorder, particularly depression.**
- **In 4 of 5 cases of death by suicide of college student, friends later said they were aware of a problem.**



College Suicide Prevention (2006 ongoing)

Focus groups were held with college aged students at Boston University on June 20 & 21, 2006

GOALS:

- To assess baseline knowledge about mental illness and the link between mental illness and suicide
- Discover barriers that inhibit college students from getting help
- Identify resources that students would feel comfortable using to help a friend in need.

College Suicide Prevention

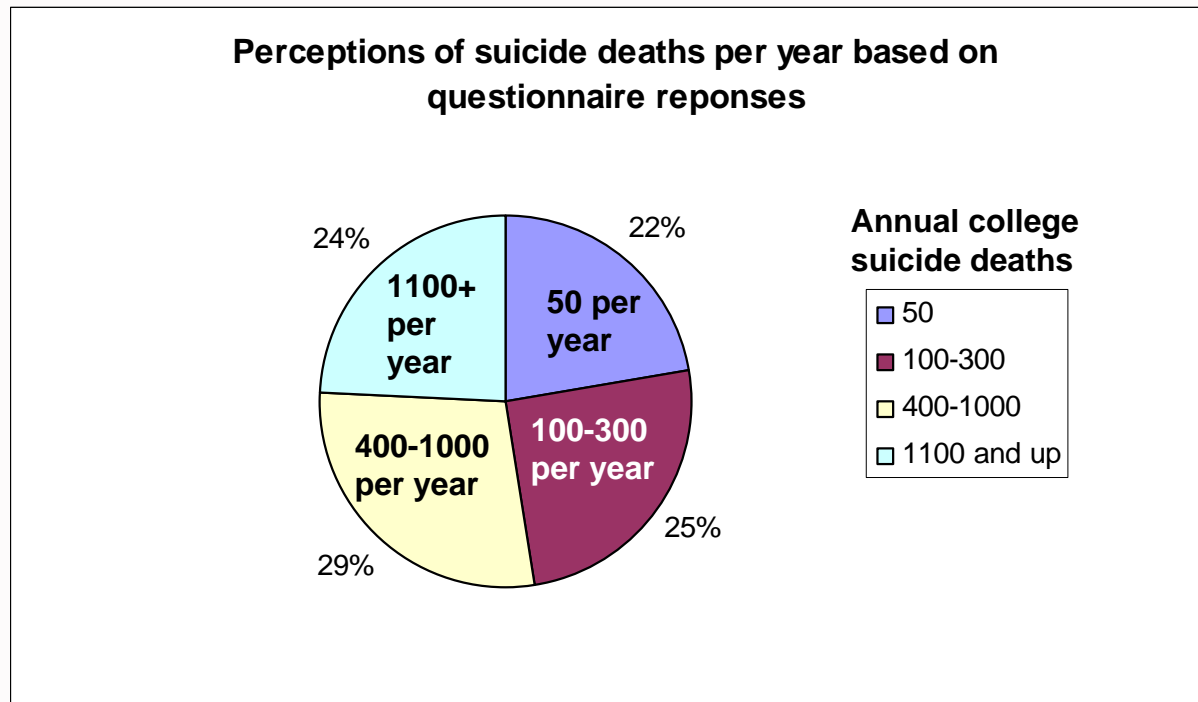
Focus groups:

Enrolled college students (aged 18-26) , who were screened and divided into four groups based on gender, race and self-reported awareness of mental health issues

- Aware males and females
- Unaware males
- Unaware females
- Mixed Race males and females

Fact: 1100 college students in the US die by suicide each year.

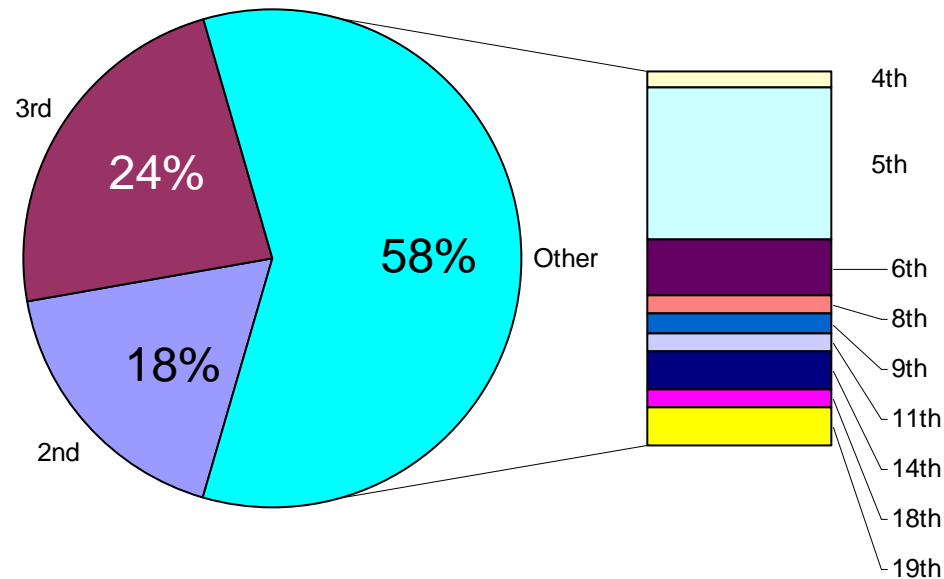
- Fewer than 1 in 4 students were aware of the seriousness of suicide on college campuses nationwide.
- Nearly half of all students thought only 300 or fewer college students die from suicide in the US each year.
- Nearly 1 in 4 believed only 50 college students die by suicide annually.



Fact: Suicide is the 2nd leading cause of death among college students.

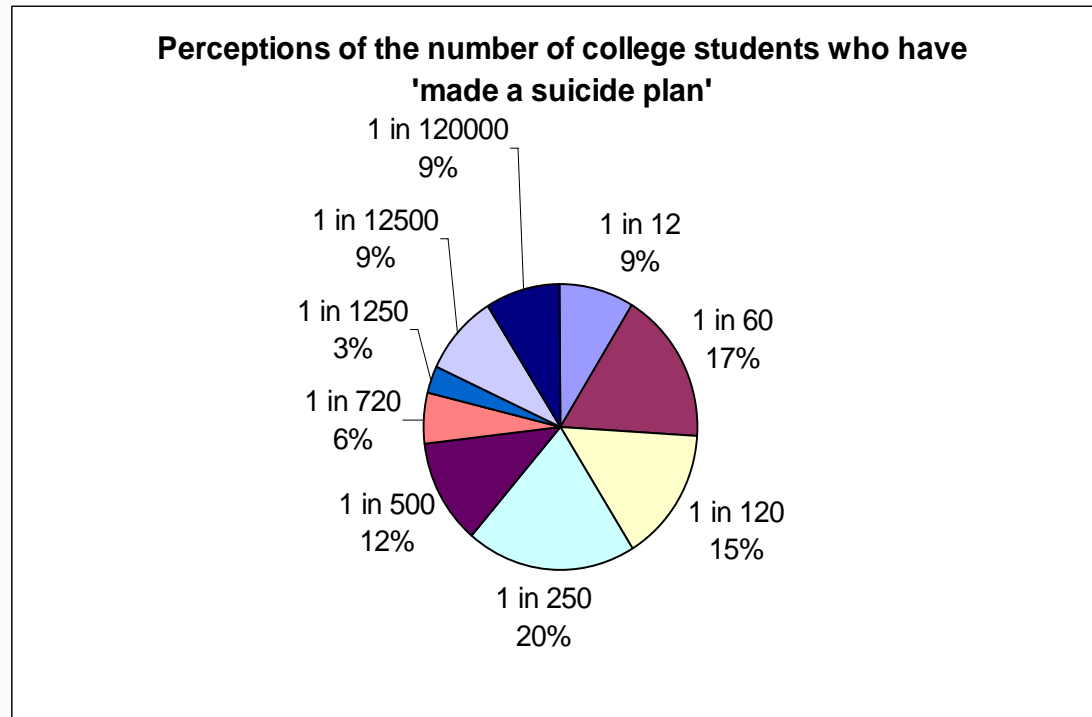
- 3 out of 5 students were not aware that suicide is among the top 3 causes of death among college students in the US.
- Nearly 1 in 5 believed death by suicide ranked 10th or less.

Perceptions of the rank of college suicide death

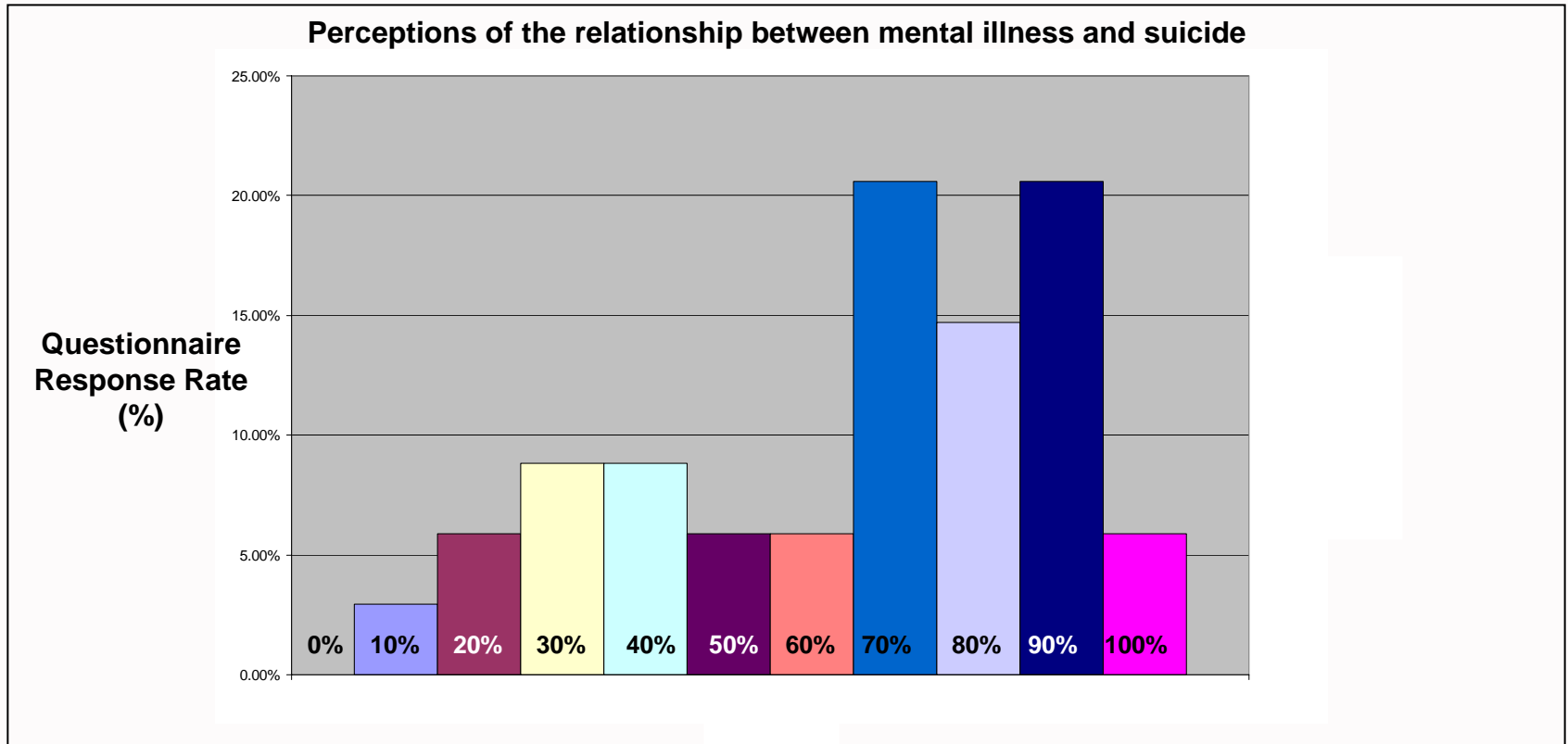


Fact: 1 in 12 college students have made a plan for suicide

- The most common answer reported was 1 in 250.
- 2 out of 5 students thought that the incidence of college students making a suicide plan was 1 in 500 or less common.
- Nearly 1 in 5 students thought the incidence was *1 in 12,500* or *1 in 120,000*.



Fact: 90% of people who die by suicide have a diagnosable mental illness at the time



- 75% of college students underestimated the true association between mental illness and suicide.
- More than 1 in 4 students thought that mental illness played no role in the majority of suicide cases.

Pre - Intervention

“An idle mind, I think, is really predisposed to being depressed, because if you have nothing to think about and nothing to do and you’re kind of just not feeling so great, people tend to let that just spiral. You’ve just got to get their mind off it. ...take them out, hang out with them, keep them occupied and don’t let them just sit there lingering on it.”

“If someone is thinking about committing suicide, maybe it-- not always-- but it might have to do with the fact that they think nobody really cares about them”

“Staging an intervention would be reinforcing the fact that there’s something wrong with you.”

Post - Intervention

“I have more than 12 friends. One of them could have made a plan and I’m thinking about what I would do.”

“Personally, I would rather do something and accept the consequences of that, whatever they’d be, then to not do something. And then end up having a severe problem down the line that maybe I could have done something about.”

“You could either lose a friendship or lose a friend (by not talking action)”

“It’s your right not to seek help up to the point to where it starts effecting other members of the community. Obviously suicide would fall into that category...When depression starts to effect the people around you, then I think you have a right to intervene, if only for your own health in that situation.”



College Suicide Prevention (2006 ongoing)

LCM: New Areas of Research and Social Marketing Campaign.

- **Qualitative research to understand college student attitudes about mental health and suicide prevention.**
- **Focus group research will inform major quantitative survey by LCM and NMHA.**
- **Develop social marketing campaign.**
- **Launch with concert event with NMHA.**
- **Disseminate to colleges through existing networks.**